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# VISIT TUNISIA

BUILDING A DIVERSE, COMPETITIVE AND RESILIENT TOURISM  
SECTOR IN TUNISIA

## PROGRAM OVERVIEW

**2021-2026 • \$50 million • Implemented by Chemonics International, Inc. in partnership with Solimar International and Smithsonian Institution Centre for Folklife and Cultural Heritage**

The **USAID Visit Tunisia Activity** is a five-year project to enhance the country's alternative tourism potential, with the goal of generating revenues and jobs. This will be achieved by capitalizing on the country's rich natural, cultural and historical endowments to develop a diversified and high-quality sector that supports broad-based economic growth.

## PROGRAM OBJECTIVES

- Diversifying Tunisia's tourism offerings
- Positioning Tunisia as a competitive tourism destination
- Laying the foundations for alternative tourism growth and development
- Increasing investment and promoting innovation in alternative tourism

## KEY ACTIVITIES

**ENHANCE TUNISIA'S COMPETITIVENESS AS A TOURISM DESTINATION.** Develop new, fresh travel motivation-based brand and international sales campaigns to launch and promote high-quality, distinctive, scalable, and sustainable alternative tourism products and experiences especially in currently less-visited regions and secondary destinations in Tunisia. These will be marketed directly to consumers and through relevant outbound operators worldwide. A special focus will be put on year-round experiences – to encourage tourism arrivals beyond the traditional high season. Targets include an increase in arrivals to 11.5 million by 2026.

**INCREASE TOURISM-RELATED INVESTMENT AND REVENUE.** Create and finance experiences at alternative tourism sites with untapped potential, engage local tourism businesses and communities in offering authentic tourism products and experiences (like festivals and events) promoted directly to consumers and through operators. Anticipated results include facilitating \$50 million worth of investment in the tourism sector. Through investment and supporting tourism businesses, the activity aims to generate 15,000 new jobs in the alternative tourism sector.

**CREATE AN ENABLING ENVIRONMENT FOR SUSTAINED GROWTH.** Advance the competitiveness and growth of Tunisia's alternative tourism sector through promoting international service quality standards (for hotels, restaurants, COVID protocols etc.), fostering public-private collaboration and integrating digital solutions across public institutions, industry associations, and businesses while concurrently supporting policy dialogue and industry advocacy for regulatory, and institutional enhancements.

**ENGAGE THE PRIVATE SECTOR TO EXPAND ALTERNATIVE TOURISM OFFER AND QUALITY.** Partner with the private sector to introduce innovative business models, leverage, and catalyze private capital investment and support innovative partnerships to pilot and scale business solutions. Digital and technology innovations will be introduced, along with new models to manage historic and cultural sites. Financing and support will be provided to mitigate COVID-19 impacts, and alternative tourism investments that prioritize women and youth. Expanding tourism offerings will lead to an increase in the number of tour operators selling Tunisia as a destination, and an increase of visitor spending by 20 percent.

Activities will be developed to ensure Tunisia's women and youth are better engaged in tourism, for example through direct employment and small business support. Visit Tunisia will prioritize working with the private sector, in particular to encourage IT-based solutions, using technology and innovations in tourism businesses. Expanding tourism beyond the coast, Visit Tunisia will work to engage underserved geographic areas across the country, currently less visited, expanding tourism products, experiences and spending, into these areas.

## MEDIA Inquiries

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